

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 1/5/2016	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request to approve an agreement with Full Glass Productions, Inc. in the amount of \$50,000 for the San Luis Obispo County Tourism Business Improvement District (CBID) and Avila Beach Local Area sponsorship of the International Chardonnay Symposium. All Districts.			
(5) RECOMMENDED ACTION It is recommended that the Board approve the agreement with Full Glass Productions, Inc. in the amount of \$50,000 for the San Luis Obispo County Tourism Business Improvement District (CBID) and Avila Beach Local Area sponsorship of the International Chardonnay Symposium being held May 12 through 14, 2016.			
(6) FUNDING SOURCE(S) CBID assessment	(7) CURRENT YEAR FINANCIAL IMPACT \$50,000.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____) <input type="checkbox"/> Board Business (Time Est. ____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: <input type="checkbox"/> 4/5 Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW Guy Savage			
(18) SUPERVISOR DISTRICT(S) All Districts			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 1/5/2016

SUBJECT: Request to approve an agreement with Full Glass Productions, Inc. in the amount of \$50,000 for the San Luis Obispo County Tourism Business Improvement District (CBID) and Avila Beach Local Area sponsorship of the International Chardonnay Symposium. All Districts.

RECOMMENDATION

It is recommended that the Board approve the agreement with Full Glass Productions, Inc. in the amount of \$50,000 for the San Luis Obispo County Tourism Business Improvement District (CBID) and Avila Beach Local Area sponsorship of the International Chardonnay Symposium being held May 12 through 14, 2016.

DISCUSSION

The ordinance establishing the San Luis Obispo County Tourism Business Improvement District (CBID) was originally approved by the Board in May 2009 and subsequently renewed annually since that time. The ordinance (Section 3.09.050) provides for an assessment on all lodging businesses (hotels, motels, bed and breakfasts, vacation rentals), existing and future, within the boundaries of the CBID based upon 2% of the paid rent charged by the operator per occupied room per night for all transient occupancies. Fifty percent (50%) of the assessment is to be used for marketing and promoting the entire CBID area; the other 50% is to be used to promote tourism in the Local Area from where the funds are collected (Section 3.09.080). The Board on December 7, 2010 designated the local areas of the CBID one of which was Avila Beach. The Avila Beach Local Area Advisory Board was formed on May 24, 2011. The Advisory Board adopted their by-laws on July 13, 2011.

The International Chardonnay Symposium, in its second year in the County, is an event that features wines from inside and outside the County and country. The event is produced and promoted by Full Glass Productions, Inc. The event draws winemakers and distributors from throughout the state and world to educate participants about Chardonnay wines. More than 80 wine industry representatives, of which 70 are anticipated to be from outside the County, will participate in the various planned events as well as experience other types of tourist-type activities throughout the County. Between events such as the Grand Tasting, and Sparkling Wine & Oyster Gala and educational seminars, over 1,500 tickets are expected to be sold. The 2015 event brought approximately 50% of the guests and 75% of the participants from outside the County.

Both the CBID and the Avila Beach Advisory Board have budgeted funds for tourism focused events. On October 14, 2015, the Avila Beach Advisory Board approved a total sponsorship of \$30,000 towards this effort with \$20,000 being designated directly towards the sponsorship and \$10,000 appropriated from within the current contract with TJA Advertising, the Avila Beach Local Area's marketing agency. The CBID approved, on November 18, 2015, the use of event focused funds in the amount of \$30,000, of which \$10,000 is specifically to be used for the marketing of the CBID.

OTHER AGENCY INVOLVEMENT/IMPACT

Full Glass Production, Inc. will take the lead in producing the event. Both the Avila Beach Local Area and CBID Advisory Boards have approved appropriating funds to sponsor the event. Administrative Office staff provides support and acts as the liaison between the County and the CBID and its local areas. County Counsel reviewed the agreement for form and legal effect.

FINANCIAL CONSIDERATIONS

As noted earlier, the CBID is funded by a 2% assessment of the rent charged per occupied room per night from lodging businesses (hotels, motels, bed and breakfasts, and vacation rentals) within the CBID. No County General Fund dollars will be used for this sponsorship.

RESULTS

As a facilitator of a requested program, the County has not established performance criteria beyond the legal contractual obligations to expend the funds for the identified purposes. The onus is on the Avila Beach and CBID Advisory Boards to determine the value of providing the sponsorship for the International Chardonnay Symposium.

ATTACHMENTS

1. Full Glass Productions, Inc. agreement
2. Avila Beach Local Area Advisory Board 10-14-15 meeting minutes
3. CBID Advisory Board 11-18-15 meeting minutes